



14. The sentences below describe stages in an unsuccessful product launch. Put them in a logical order. Then listen, and check your answers.  
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- a. The newspapers asked questions.
- b. We recalled the product.
- c. The company lost a lot of money.
- d. We launched the product.
- e. The R&D department tested the product.
- f. The number of complaints doubled.
- g. People started to complain.
- h. The product sold well.

15. Answer these questions about the product launch.

- a. What was the product?
- b. What was the problem?

## Narrative Tenses

We can use different tenses to narrate a story.

Simple past	The newspapers <b>heard</b> about it.
Past continuous	It <b>was going</b> really well.
Past perfect	We <b>had tested</b> it for over six months, and there <b>had been</b> no bad reaction to it.
Present perfect	Since then, we <b>have kept</b> away from skin-care products.

16. Answer these questions about the product launch.

1. \_\_\_\_\_ - setting the scene and providing background information?
2. \_\_\_\_\_ - events which happen before the story begins?
3. \_\_\_\_\_ - events in the story?
4. \_\_\_\_\_ - saying what the present results of the story are?